

*Playing
is
Research*

We are...

...a non-profit private foundation that offers Gamification Applied Research Services. We are specialized in the creative development of innovative ideas for submission to national and international funding calls, project definition and management and product design. To do this we follow a methodological framework easily adaptable to the conditions specifically set by our partners and / or customers.



We love...

...researching and working in gamification projects and we are doing this since 2010, participating in various national and international initiatives in this interesting and bountiful field.

*Playing
is
Research*

*Gamification
must be
Meaningful*

...

Gamification is...

Gamification uses game techniques and elements to drive behavioral changes by a balanced stimulation of intrinsic and extrinsic motivations, to engage people in a cycle of interest, effort, creativity and reward which modifies and / or reinforces those changes.



But Ludictatorship is...

The use of gamification functions as an instrument for control and coercion instead of being participative, social, and creative – the opposite of a type of gamification that, at least, would respect the freedom-to-play characteristic of social gamification contexts- that is Ludictatorship.



...
*and
Purposeful*

*There is
a
methodology
for
Creativity*

We would like to be...

...your project partner:



1. Project proposal coordination and writing
2. Work packages coordination and deliverables execution
3. Evaluation and validation of results

..your research provider:



1. Identification of innovation opportunities in the market
2. Research plan management
3. Collaboration in work packages and deliverables
4. Implementation and monitoring



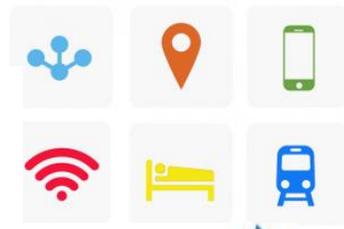
Resources are relevant but Motivation is essential

We are playing...

...Spanish government funded gamification research, development and innovation projects. Currently participating in areas such as sustainability, tourism, education, pharma, quality of working life, culture, events, etc.



e-TUR2020
TURismo & Retail



*Pretty Faces
make
Beautiful
Teams*



Flavio is Phd by Universidad Complutense de Madrid and BSc in Fine Art, with the thesis [El Videojuego como Herramienta para la Pedagogía Artística. Innovación y Creatividad](#)

His research interests span videogames, education and training, social inclusion, art and creativity.

He founded [ARSGAMES](#) and collaborates with numerous institutions and research labs: IPTS-JRC of European Commission, AMAZE and DIGAREC (Berlin), Instituto Cervantes (Spain), MediaLab-Prado (Madrid), Intermediae-Matadero (Madrid), Zemos98 (Seville).

Twitter:
[@Ludictador](#)

Linkedin:
<http://es.linkedin.com/in/flavioescribano>

Sergio is a psychologist by the University of Barcelona specialized in videogames psychology. As a coach, researcher and game designer, he uses psychology to motivate and improve the user's experience in videogames or gamification projects.

At present he is part of the research team in [GECON.es](#) where day by day is trying to get a better understanding of human brain and behavior, related with motivation and joy, with the objective to improve the users life's quality through gamification.

Twitter:
[@PsycGamer](#)

Linkedin:
<https://es.linkedin.com/in/sergioalzoa>

